



BOARD OF TRUSTEES

EXTERNAL AFFAIRS COMMITTEE

AUGUST 25, 2011

MEETING SUMMARY

The External Affairs Committee Meeting was called to order by Wilma Daniels at 2:07 p.m. on Thursday, April 28, 2011 in the Azalea Coast Room in the Fisher University Union. Trustees present were Wilma Daniels, Kimberly Hayden, Ronnie McNeill, Linda Pearce, Gary Shipman, and David Swain.

The minutes from the April 28, 2011 meeting were approved with a motion from Linda Pearce and a second from David Swain. The minutes were approved unanimously.

GOVERNMENTAL RELATIONS

Mark Lanier

Special Assistant to the Chancellor

Mark reported that in light of the recent cuts in state appropriations for UNCW, the one success that came from the legislative session was management flexibility for the cuts. For 2011-2012, \$16.5 million was cut from the UNCW budget. Typically, the campus gets \$105 million in state appropriations but this year it is down to only \$89 million. These cuts will do significant damage to the way the university operations. Mark reported one-time funds have been used to help the situation however; cuts were made across the campus including a reduction in force. Mark also gave an update about the current status on the proposed redistricting maps for the state. UNCW was a host site last month for several video conferencing meetings about the proposed new district lines. Mark said the General Assembly may reconvene in November to tweak the proposed lines. Several of the new districts will have an impact on the Wilmington community, including a new NC House district #9 for New Hanover County. Mark also reported Chancellor Miller has had the opportunity to meet with several legislators in the last two months and with several upcoming road trips planned for the new future, there are plans for him to meet with many more legislators.

ALUMNI RELATIONS

Kim Gargiulo

Kim Gargiulo introduced Crystal George, alumni relations marketing and communications coordinator, to provide a presentation on the communication strategy and the tools used to engage UNCW alumni.

The Office of Alumni Relations reaches out to more than 56,000 alumni by using various media tools in order to encourage alumni to stay engaged with their alma mater.

- The alumni website has a new look to enable alumni to access information quickly. A mobile website was also recently created to better serve those alumni who use their mobile devices to visit the website.

- The office uses a blog to highlight alumni events and university news. They also feature stories about notable alumni. The blog continues to grow with an average of 400 visits per month.
- UNCW Alumni Association LinkedIn group allows alumni to network online with other alumni in their area. The office also partners with Career Services to promote job opportunities.
- The UNCW Alumni Association Facebook page has more than 5,390 fans. The site has been enhanced to include a new look for the get involved and get connected page. These pages allow alumni the opportunity to easily find out information about ways to stay engaged with UNCW. The new look also permits alumni to update their contact information using a form on the site. This tool will help the office to increase the number of good mailing and email addresses in the alumni database.

ATHLETICS

Jimmy Bass

Director of Athletics

- Men's basketball player Trevor DeLoach earned his undergraduate degree and earned another year of eligibility through his work
- Trask Coliseum renovations
 - *new center hung display with four LED video displays each measuring 10' high by 17' wide with 10 millimeter pixel spacing
 - *40' LED tables on team bench side
 - *50' LED tables on press row side
 - *static boards in east and west end zones with traditional game information (score, time team fouls, etc.) with real time player Information (points, fouls)
 - *new shot clocks
 - *714 chair back seats installed in lower seating bowl replacing bleacher seating
 - *playing floor refinished with new paint scheme
- Hired new Seahawk Club Assistant Director- Anthony Eifler (College of Charleston)...begins work 8/29/2011

ALUMNI RELATIONS

Kim Gargiulo

Assistant Director of Alumni Relations

Kim Gargiulo, assistant director of alumni relations also reported:

- A graduation reception was hosted by the Alumni Association at the Wise Alumni House on Thursday evening, May 12. Close to 450 graduating students and their families were congratulated welcomed into the Alumni Association.
- The Triad Area Alumni Chapter hosted a spring mixer on Thursday, May 19. More than 50 alumni gathered at The Loft at Natty Greens to reconnect with former classmates and friends.
- The Charlotte Area Alumni Chapter hosted their first spring mixer at Andrew Blair's in downtown Charlotte on May 26. More than 100 alumni gathered to meet former classmates and exchange business cards.

- The Triangle Area Alumni Chapter hosted their annual Durham Bulls Game Picnic on Friday, July 8. Nearly 200 Seahawk alumni braved the stormy weather and enjoyed food, drinks and baseball while catching up with other alumni.
- The Alumni Association partnered with Wendy and Dell Murphy to host a reception at the River Landing Clubhouse on Wednesday, August 10. Chancellor and Mrs. Gary L. Miller were introduced to a select group of alumni and supporters. 102 alumni and friends enjoyed hors d'oeuvres and drinks before hearing from Chancellor Miller and viewing the Soaring to Greatness Campaign video.
- The Cape Fear Alumni Chapter hosted a reception at the Wise Alumni House on Thursday, August 18 to introduce Chancellor and Mrs. Gary L. Miller to current alumni board members, past chairmen of the board and past alumni award recipients. The group of 75+ enjoyed hors d'oeuvres and drinks before a brief program.
- Planning for Family and Alumni Weekend, September 23-24.
 - Music Department Alumni Concert and reception
 - The Golden Wing Society induction brunch for alumni who graduated in 1961 or older
 - The Legacy Pinning Ceremony honors incoming students who have a parent, grandparent, or sibling who is an alumnus of UNCW
 - UNCW Alumni Day at the Beach- all alumni are invited to the beach picnic hosted by the alumni association near the Oceanic Pier

MARKETING & COMMUNICATIONS

Mark Hurt

Director of Marketing and Issues Management

- Web: of UNCW's 32,000 web pages, 25% of UNCW websites completed to the new design; another 25% are in various stages of development
- Media Relations: Coordinated and assisted with extensive local media interviews and coverage of Chancellor Gary Miller during his first week on the job; increased publicity, visibility and regional/national coverage of UNCW research, as well as local coverage of targeted topics and programs including sustainability, diversity, regional outreach and student support programs; developed new partnership with *Landfall Living Magazine*, providing monthly stories and photos for the magazine
- Media Relations: Restructured media relations office in order to allow more time for Dana Fischetti and Joy Davis to develop UNCW stories of national and statewide interest, identifying appropriate media contacts and pitching these stories; Media stories related to new marine science facilities, including the new MARBIONC building at the Center for Marine Science, and the whale necropsy facility; developing next Landfall Living story on the Cameron Executive Network, focusing on members who are Landfall residents; Instituting a weekly meeting of all MaC content producers to share information, identify priority stories and news items, and make assignment ; Migrating News and Events website to new content management system
- 4 staff members completed *Strategic Internet Marketing Master's Certificate* from University of San Francisco; three publications staff members received the Webmaster Certificate in Design Media from NC State University
- We are seeking alternative ways to deliver some of our services as a result of reduced staff levels and resources

UNIVERSITY ADVANCEMENT

Mary Gornito

Vice Chancellor for University Advancement

- Total gifts and pledges of \$59,894,483 have been made since July 1, 2005, of which \$37,461,539 has been received thru June 30, 2011. The total of these gifts and pledges is 91% of the campaign goal of \$65,000,000.
- Planned gifts, both revocable and irrevocable, established since July 1, 2005, have a total fulfilled value of \$11,985,348, of which \$5,020,000 is not reflected in the campaign total as they are revocable planned gifts.
- Alumni donors contributed \$3,543,417 during the past fiscal year; 8% of the solicitable alumni contributed these gifts.
- Gifts received from more than 10,000 donors during the past year totaled \$8,214,490.
- 456 faculty and staff, 31%, made gifts totaling \$134,962 during the past year, which represents a 6% increase over the previous year.
- Annual Giving initiatives (Phonathon, Faculty/Staff campaign, Senior Class campaign, direct mail and online solicitation) resulted in gifts totaling \$570,904, which represents a 6% increase over the previous year; of this amount, \$131,075 was received thru online giving, which is an 80% increase over the previous year.
- 192 major gift proposals, with a total value of \$34,258,613 were made during the past year; commitments of \$9,476,208 were received.
- Road tour with the Chancellor to regional areas as well as out-of-state for the public phase of the campaign.
- Barry Tomlinson was hired as the new Planned Giving Development Officer and started in May ; Adam Keen was hired as one of the Leadership Gifts Development Officer and will start in September.
- Current economic environment continues to have a significant effect on philanthropy

OLD BUSINESS

There was no new business.

NEW BUSINESS

With no further business to consider, the meeting adjourned at 3:15 p.m.